## ad reach

| Market Information |  |  |
| :---: | :---: | :---: |
| Average Household Spending / Yr |  |  |
| Mortgage payments | \$ | 3,918 |
| Cell Phone, Pager \& Services | \$ | 958 |
| Internet Access Services | \$ | 524 |
| Home Renovations | \$ | 1,319 |
| Retirement \& pension fund payments | \$ | 1,264 |
| Lotteries | \$ | 909 |
| Health Insurance | \$ | 804 |
| Household appliances | \$ | 893 |
| Furnishings | \$ | 1,770 |
| Computer hardware | \$ | 199 |
| Auto/Truck Purchase | \$ | 7,688 |
| Auto/Truck Rental or Lease | \$ | 200 |
| Air Travel | \$ | 215 |
| Age of Home Owners |  |  |
| 15 to 24 years | 111 | 0.9\% |
| 25 to 34 years | 797 | 6.8\% |
| 35 to 44 years | 1,260 | 10.8\% |
| 45 to 54 years | 1,662 | 14.2\% |
| 55 to 64 years | 2,562 | 21.9\% |
| 65 to 74 years | 2,918 | 24.9\% |
| 75 years or over | 2,405 | 20.5\% |



Summary Report
April 20, 2022


| Educational Attainment (15 Yrs +) |  |  |
| :--- | ---: | ---: |
|  |  |  |
|  | 3,217 | $14.4 \%$ |
| No cert. or diploma | 6,225 | $27.8 \%$ |
| High school or equiv | 1,786 | $8.0 \%$ |
| Apprenticeship or trade cert. | 6,348 | $28.4 \%$ |
| College, CEGEP or other | 392 | $1.8 \%$ |
| University below bachelor | 4,403 | $19.7 \%$ |
| University degree |  |  |
| $\%$ of Population by Education |  |  |



## Picton County Weekly News



